

# Website Development Checklist

## Platform Setup

|  |   |
|--|---|
| <input type="checkbox"/> Business Information Setup (company name, URL, address, email, hours) | <input type="checkbox"/> Connect domain                         |
| <input type="checkbox"/> Squarespace Template Selection  | <input type="checkbox"/> Google Analytics Tag                   |
| <input type="checkbox"/> Upload logo   | <input type="checkbox"/> Google Console Tag                     |
| <input type="checkbox"/> Upload favicon  | <input type="checkbox"/> Social Media Accounts connected        |
| <input type="checkbox"/> Upload social sharing icon (logo mark)                                | <input type="checkbox"/> Email Service Provider (ESP) connected |
| <input type="checkbox"/> SSL (Secure Sockets Layer)  | <input type="checkbox"/> Calendar Scheduling                    |
| <input type="checkbox"/> Mobile AMP Setup  | <input type="checkbox"/> Mobile Phone Tap                       |
| <input type="checkbox"/> Under construction page   | <input type="checkbox"/> Blog categories and tags               |
|  | <input type="checkbox"/> 404 page not found                     |

## Website Design Elements

|  |  |
|--|--|
| <input type="checkbox"/> Fonts & Colors                  | <input type="checkbox"/> Quotes Blocks             |
| <input type="checkbox"/> Headings (H1, H2, H3)           | <input type="checkbox"/> Social Media Buttons Logo |
| <input type="checkbox"/> Page Design, Graphics, Sections | <input type="checkbox"/> Newsletter                |
| <input type="checkbox"/> Menu Bar, Footer                | <input type="checkbox"/> Contact Us form           |
| <input type="checkbox"/> Buttons                         |  |

## Page Development

|   |   |
|---|---|
| <input type="checkbox"/> Add pages and content, style content | <input type="checkbox"/> Lead Magnet Content Piece Setup, Lead Magnet Content Piece Setup |
| <input type="checkbox"/> Add SEO page title and descriptions  | <input type="checkbox"/> Add CTA Buttons and page links                                   |
| <input type="checkbox"/> Upload images (sized and named)      | <input type="checkbox"/> Test all links and menu items                                    |
| <input type="checkbox"/> Add alt text to images               |   |

## Launch + Test

|   |   |
|---|---|
| <input type="checkbox"/> Set page to live             | <input type="checkbox"/> Post-Launch Testing Report |
| <input type="checkbox"/> Request Google Console Crawl | <input type="checkbox"/> Transfer of Ownership      |
|   | <input type="checkbox"/> Website Summary Report     |